



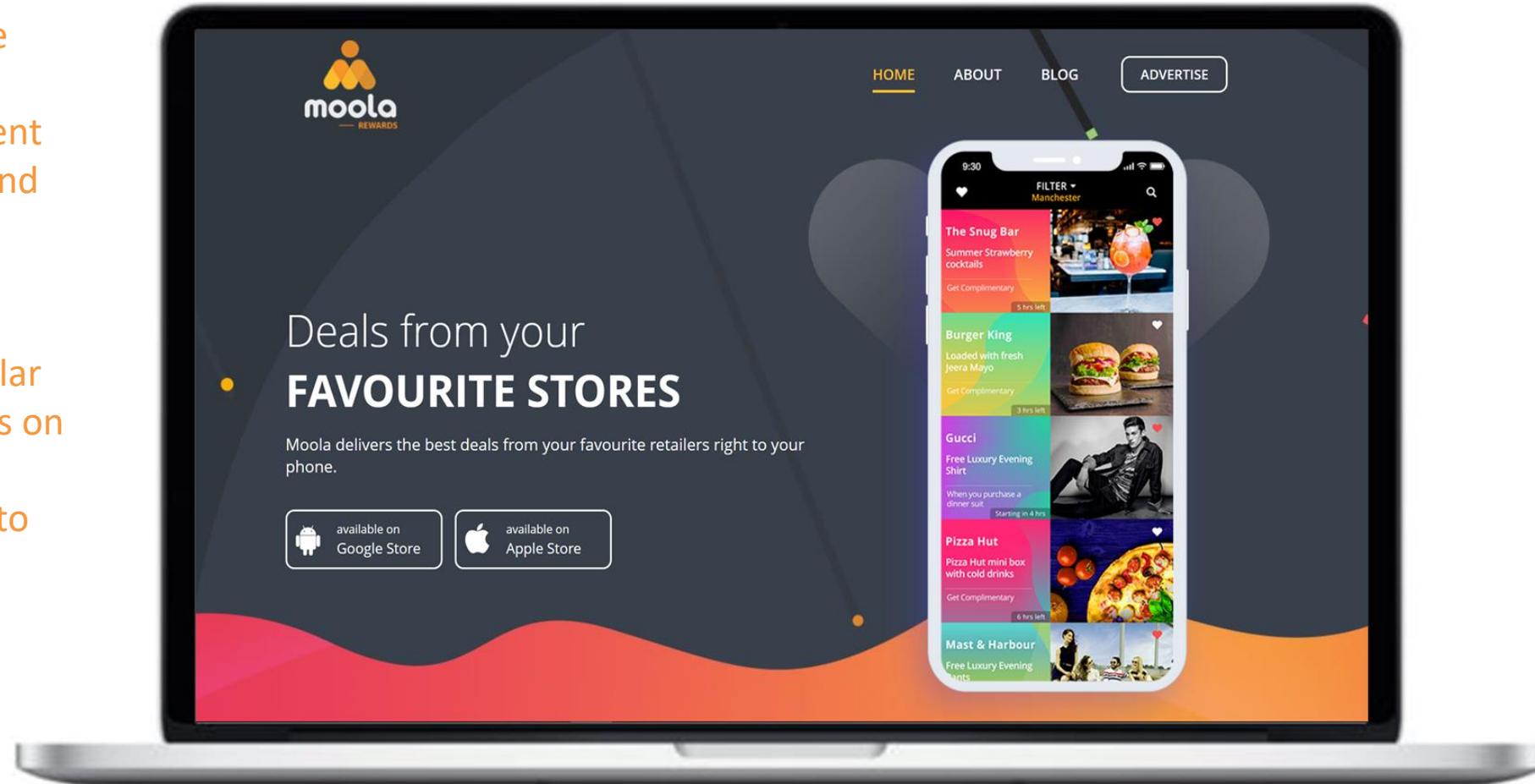
MOOLA REWARDS MEDIA PACK



INTRODUCTION TO MOOLA

Moola Rewards is so much more than student discounts from big brands, it offers on- going, student savings with the local retailers and services that you use every day.

By offering savings on your regular purchases and student discounts on those items you thought out of reach, Moola offers the chance to make meaningful savings for students.



HOW MOOLA WORKS



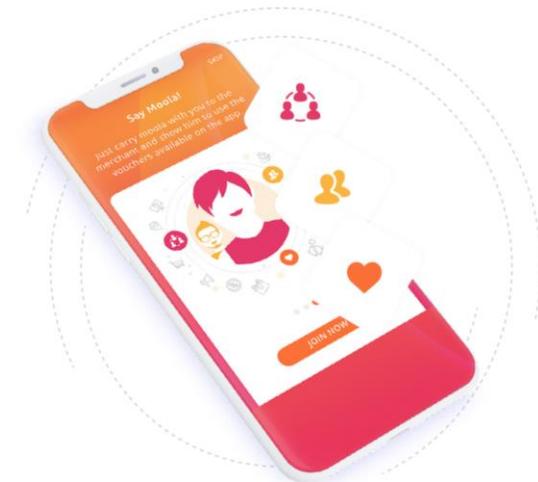
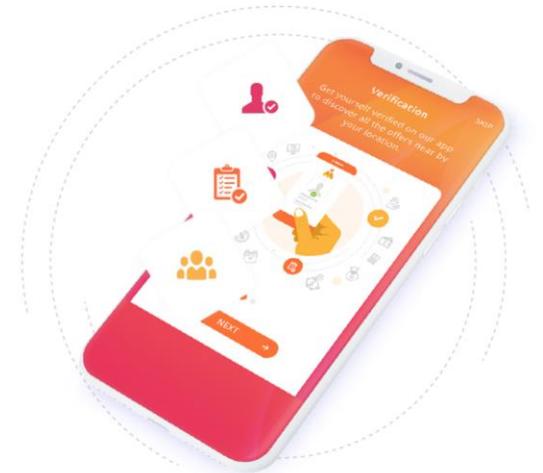
Discover Instant offers near you

From fashion to food, you'll have access to all the best student discounts for free.



Get yourself verified on our app

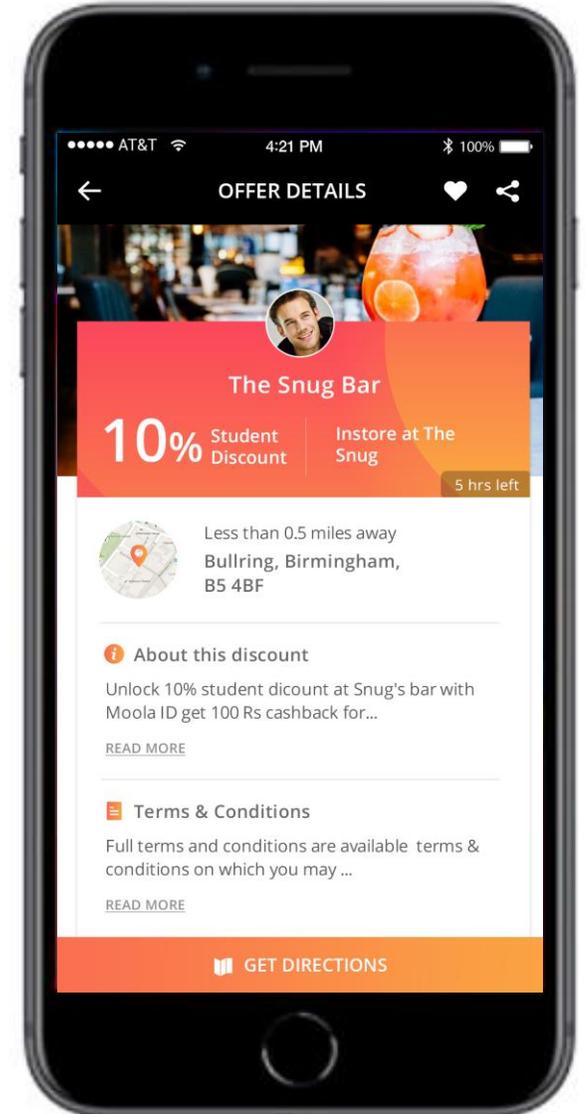
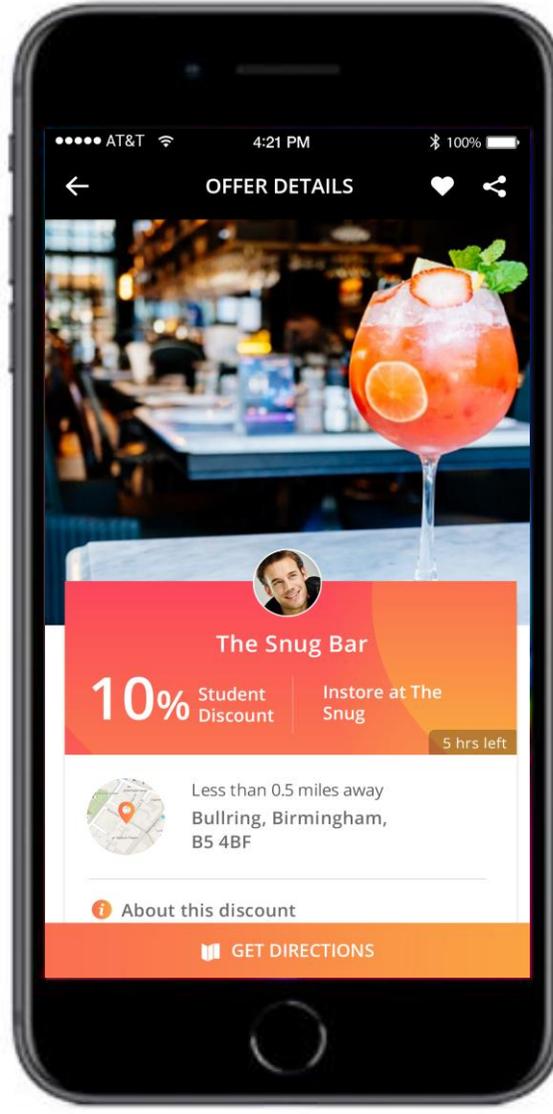
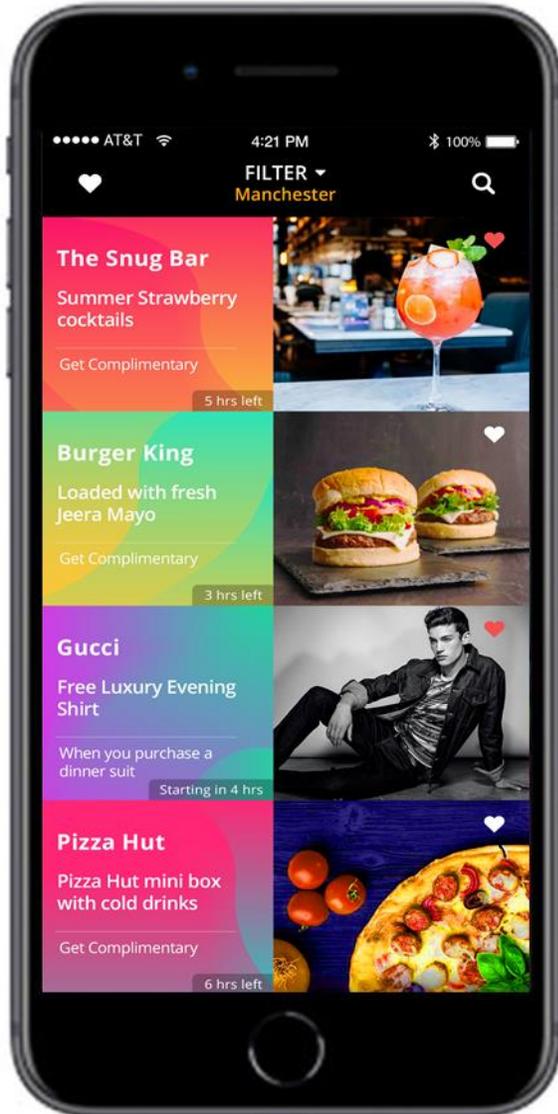
Get yourself verified on our app to discover all the offers nearby your location.



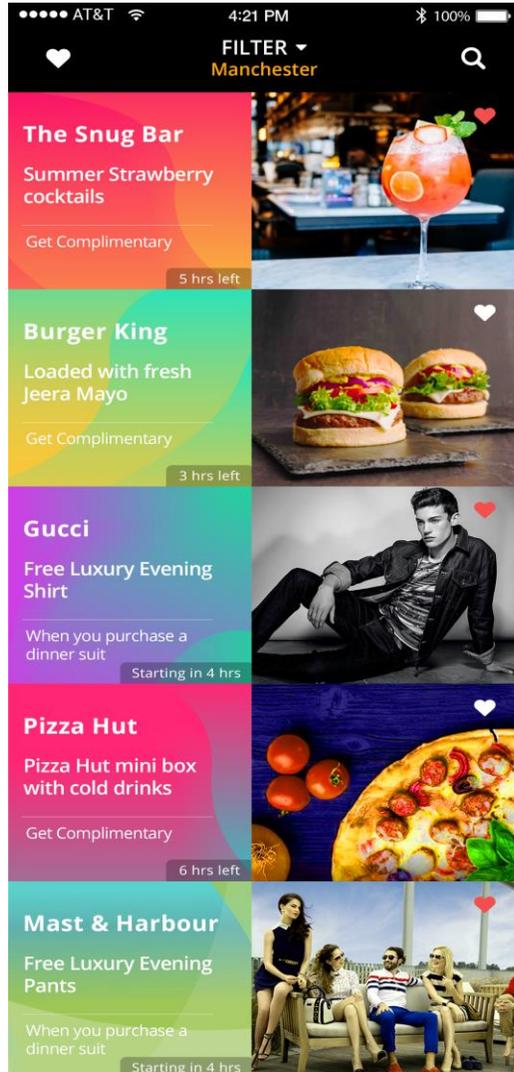
In store? Say Moola!

Simply use your Moola Student ID to prove you're a student - no student card necessary.

IN APP FEATURES



WE HAVE EXCITING BRANDS ONBOARD



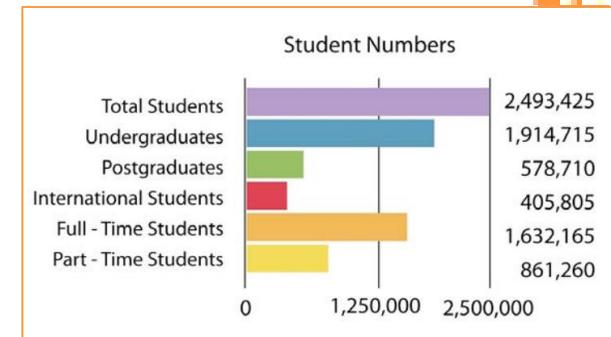
...JOIN OUR GROWING LIST

AUDIENCE DEMOGRAPHICS

- There are currently **2.5 million students** studying at over **165 Higher Education Institutions** one or two might fit this stereotype, but, the student body is far more diverse than stereotypes would suggest.
- Although the majority of students are undergraduates, **23.2%**, or over **half a million students are postgraduates**.
- Equally, almost **40% of students are studying part time**, and half of part time students are aged 30-50.
- In fact **less than 60% of students are under 21**.
- A significant number of students aren't UK students either, with over **400,000 international students** studying in the UK.
- **There's also a slight gender bias as 56.6% of students are female**.

The Moola Rewards App is focused on targeting this demographic audience. Launched in December 2018 Monthly App Download **Growth has been 120% MoM**.

Moola is committed to **achieving 50,000 student users** in the next 6 months with a focused media strategy.

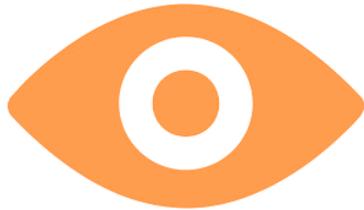


IN APP MEASUREMENT

The Moola Rewards app provides key measurement metrics. We can provide metrics on Reach, Impressions and Conversions.



Reach - how many times students have seen the offer in their feed.

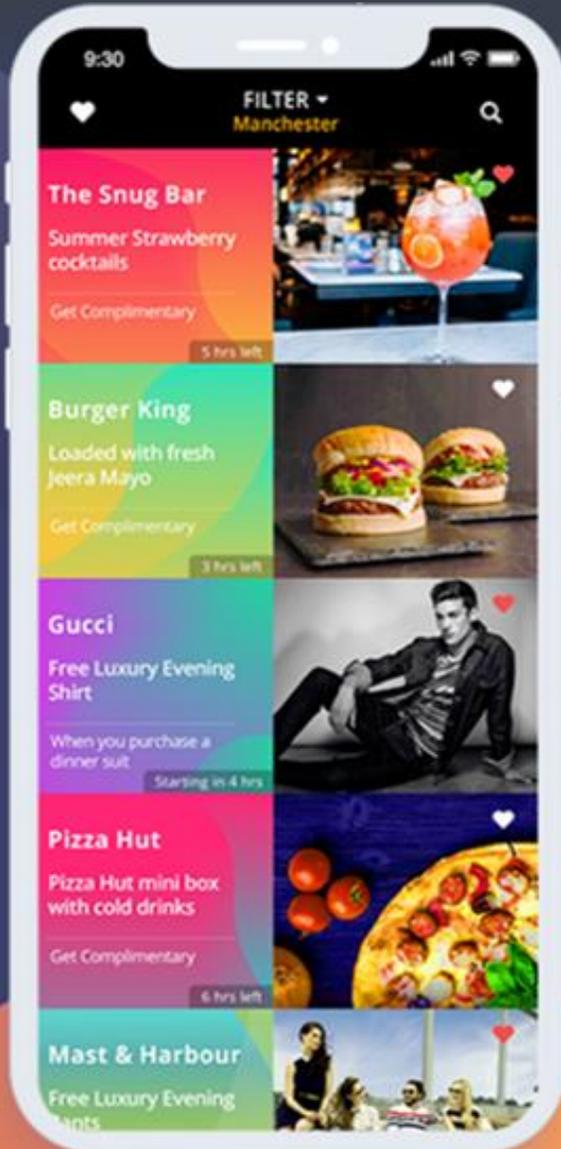


Impressions - how many times students have opened the offer details in app.



Conversions - how many times a student has shown their Moola I.D. in a registered venue/location or completed an online transaction.

REWARD OPPORTUNITIES



We are on the look out for brands to join our growing rewards list. There are 2 ways to feature:

INDEPENDENTS – can sign up directly through www.moolarewards.co.uk and select their location and sign up to our monthly reward subscription of just £9.99 pm.

NON INDEPENDENTS – can contact our media team to discuss a specific student discount or reward. We work on a commission model, each commission is subject to the student reward and value to our student users.



**FOR REWARD OPPORTUNITIES
PLEASE CONTACT:**

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